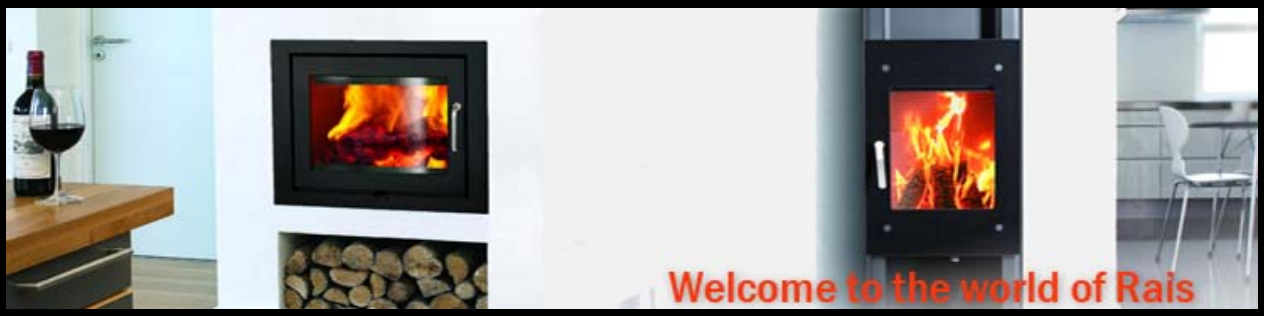


09/17/2008 Newsletter 10 September

Dear Partner,

For some, the heating season is already in full swing and for others it is about to happen; wherever you are in the scheme of things you are no doubt gearing up for a very busy season. As fuel prices continue to rise the demand for RAIS wood burning products is at unprecedented levels. Need-less-to-say, our warehouse locations in TN and NV are stocked to the brim and we are confident to maintain supply throughout the coming season.

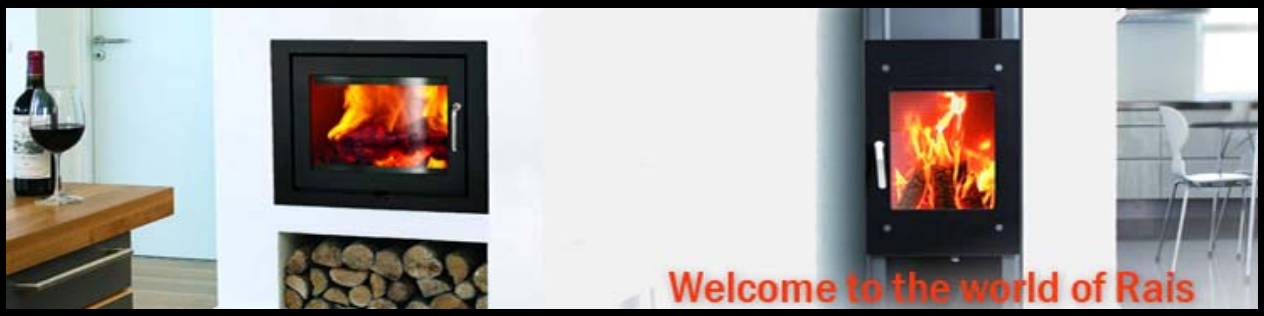
Additionally, I am delighted to report the near arrival of the new 2009 RAIS literature and marketing materials; and boy do we have some exciting stuff for you this year.

Literature

First up is our ***new 2-part product literature***; part 1; an inspirational lifestyle booklet showing modern lifestyle photography and part 2, a detailed technical specification booklet.

Featured of course are all of the new 2008 products the Vesta award winning Rais Opus, the Rais Topas and the totally unique Rais X-basic as well as many new photography of all your other RAIS favorites. All new models are now in stock at both TN and NV warehouse locations.

In-Store Merchandise In time for the season, we will also make available some brand new ***In-Store Merchandise*** including new and exclusive RAIS banners, posters and info cards. Please see your Area Sales Representative for eligibility.



Instore - catalogue from dealer login

Dealer Week 2009 Promotion to Denmark

For dealers that have registered for the Dealer Week Promotion to Denmark in 2009, an up-to-date report will be sent out shortly. The promotion looks set to be an incredible success and a number of dealers have already qualified.

Housekeeping

Drop-shipping policy

As from September 1st we will no longer offer the facility to drop-ship on your behalf. We know that for some the issue is a sensitive one, but it has been made for several good reasons; 1; the protection of your dealer territory and 2; to reduce the administration complexities in the office.

We understand that in many cases there are large distances involved between you and the customer therefore; as a compromise position we invite you to use your own freight carriers where direct delivery is required. Your understanding is appreciated.

Displays

As we hit the heating season, it is important to remind you of your RAIS display commitment. Your RAIS dealership is secured by a 3-model display, including 1 'live-burn' model; should your showroom need up-dating or even more displays added please consult your Area Sales Representative for special display incentives.

2009 Dealer Program

The new 2009 Dealer Program will be announced in the next month or so and we encourage you to focus on developing your 2008 sales. The 2009 program we will feature an aggressive 'burn credit' Program designed to reward you for committing chimney space to RAIS.

Freight Program

In order to make the sales process smoother and alleviate the need for freight quotes, we are working on a fixed-charge freight program. Details are being finalized and will be announced in the next few weeks.

Price Increase

Production, shipping and operating costs continue to rise almost daily however, I can confirm that RAIS WILL NOT be implementing any further price increases this year. It is hoped that you see this as another example of our commitment towards stabilizing the business.

Wishing you a very profitable season

Craig Shankster

(Acting Brand Manager)